

TV CANDIDS

by
Terrence O'Flaherty

Hollywood's feature film makers may have the last laugh after all in a war with television which until now has brought about the humiliation of the movie moguls and death to the major studios.

It isn't a very amusing story for creative programming or the TV networks themselves. It is disastrous for theater owners.

NBC's Saturday Night at the Movies and ABC's Sunday Night Movie are big magnets for the mass audience. Recently NBC inaugurated its Monday Night at the Movies, and it immediately raised a question in industry circles.

Would NBC's Monday Night Movies attract viewers who had been flocking to the strong CBS comedy line-up headed by Lucille Ball? The answer was a resounding yes.

Audience researchers quickly estimated a victory for NBC theories of mass appeal over the previously invincible Lucille Ball. But the victory may not be an unmixing blessing.

When the networks allowed the old movies to break the confines of the Late Show and invade prime viewing time earlier in the evening they may have let in a Trojan Horse which can cause their creative defeat even before the advent of pay-TV.

The answer is clear. If the networks are to remain firm in the desire to reach the largest number of viewers in prime time, at the expense of the minority, they might as well toss in the towel right now. The more recent of the old films—produced over a period of months, polished to a high sheen and starring big names—will almost always out-draw anything produced by and for television.

Jimmy Durante started it many years back with his television walk-off, pausing to wave back at the audience in big pools of light. It was a tasteful and affectionate finale.

Dick Powell enlarged the horizon and lowered the taste with a slightly pretentious entrance and exit through grandiose movie studio doors—suggesting a man of power that opens all gates.

Last season Judy Garland outdid everyone by making her entrance and exit through 20-foot-high letters in lights that spelled JUDY. The audience roared its approval. Art directors all over town took notes.

This season Jack Webb uses the same stunt and walks through letters just as high as Judy's (and just as square). He has refrained, with a modesty not usually associated with him, from using his own name. His letters spell the name of the show—TRUE.

Andy Williams "ANDY" sign revolves and appears to be small until the star steps through it and he's the size of a kewpie doll by comparison. Even Perry Como has been bitten by the bug. Recently he walked at least half a block through a 40-foot sign that said "PERRY COMO'S KRAFT MUSIC HALL."

It's all in the name of show business, of course, but there's a little Freud showing around the edges. It must be terrible for viewers with vertigo.

Garden Checklist

1. Pinch off the first budding blooms on pansies. Bushier plants, more bloom later will result.
2. The camellia season is rolling into its most prolific period right now. Shop for new varieties now while they are in bloom.
3. Plant delphinium and primrose clumps now. Seeding plants of these are also available.
4. Feed established roses during the first half of March. Do not feed newly planted roses until they are well established.
5. Grapes, blackberries and raspberries may still be planted through March.

Science Shrinks Piles New Way Without Surgery Stops Itch—Relieves Pain

New York, N. Y. (Special) — For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids, stop itching, and relieve pain — without surgery.

In one hemorrhoid case after another, "very striking improvement" was reported and verified by a doctor's observations. Pain was relieved promptly. And, while gently relieving pain, actual reduction or retraction (shrinking) took place. And most amazing of all — this improvement was maintained in cases where a doctor's observations were continued over a period of many months. In fact, results were so thorough that sufferers were able to make such astonishing state-

ments as "Piles have ceased to be a problem!" And among these sufferers were a very wide variety of hemorrhoid conditions, some of 10 to 20 years' standing.

All this, without the use of narcotics, anesthetics or astringents of any kind. The secret is a new healing substance (Bio-Dyne®) — the discovery of a world-famous research institution. Already, Bio-Dyne is in wide use for healing injured tissue on all parts of the body.

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Senator Proposes Three-Point Plan To Clean Up Cuba

Sen. Clair Engle (D-Calif., yesterday proposed a three-point plan to force Russia to remove its troops from Cuba. Senator Engle called for diplomatic efforts first; then a boycott of Cuba with all the nations of the Western Hemisphere participating; and third, a United States-enforced blockade. He discounted the probability that Soviet troops are in Cuba as part of a plan to direct military invasion — of either the U.S. or a Latin American country.

They are there to protect the Castro regime and to protect Russian interests from Castro," Senator Engle said. "And, equally important, they are there to train subversives throughout the Latin American countries so that these people can return to their homes and join guerrilla warfare units.

"WE KNOW OF 1500 people

who have been trained in this manner.

"That is why it is so vital that we get the Soviet troops out of Cuba at the earliest possible date. They're a threat to the security and peace in the Western Hemisphere."

Senator Engle continued, "President Kennedy has tried diplomacy in removing the troops. Mr. Khrushchev has said that he is going to take them out — but we don't know how soon or how fast.

"If Khrushchev is too slow, then we take the second step which I call tightening the noose on Cuba — that is, getting our South American friends to help us cut off all the traffic, by sea and air.

"THEN WE INVOKE the blockade . . . and make the operation so expensive for the

Russians that Mr. Khrushchev would rather give it up than pay the price."

In reference to the possibility of invasion, Senator Engle said that this should be considered when all other alternatives have been exhausted and even then "the President of the United States must exercise the final decision . . . in circumspection and in good judgment, realizing the potentialities of what might occur."

When asked if the U.S. might have to invade Cuba, he said invasion ought to be the last recourse. He continued that an invasion would immediately risk a fullscale nuclear war.

Even if a nuclear war were avoided, he said, the invasion would mean wholesale loss of life destruction of Cuba and the responsibility of rebuilding and supporting Cuba long into the future.

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